



# Reputation Council

See the Twitter feed at the URL:

[www.ReputationCouncil.org](http://www.ReputationCouncil.org) to get an overview of the topics and people followed and who I've attracted as followers.

For security, have made it private. Please visit and request to follow.

—Mitchell P. Davis



## Who is on the team?

- 1) Rick Smith has given it some runway.
- 2) Ralph Block reviewed and wrote:

What is the driving force behind "Reputation Management?" In what sector of an organization does this reside—public relations? communications? Is the appeal of any certification in regard to this relate to individuals or the organization? It seems that your designation "Certified Reputation Management Professional" relates to individuals, while the "dues" schedule is based on organizational revenue—confusing. You might get buy in from individuals with dues in the \$100 to \$300 range.

I've known Ralph for years as he sold the booths at the Speakers show, and now runs an Association management co.

<https://www.linkedin.com/in/ralphblock/>

- 3) Hersh Davis-Nitzberg -- who I met in the process of building out the Twitter feed. He is a mutual connection with guy who runs Brilliant Directory.

<https://www.linkedin.com/in/hershdaivsnitzberg/>

### Have call on Friday, need to hold cards close to vest.

Invited, but no reply yet:

- 4) Jim Kabbani -- who runs the Tortilla Assoc.

<https://www.linkedin.com/in/jim-kabbani-9b5256/>

People who I'd like to involve:

- 5) Randal Craig <https://www.linkedin.com/in/randallcraig/>
- 6) Gary Patterson <https://www.linkedin.com/in/garywpatterson/>
- 7) Steve Camac, who sold the booths at speaker show after -- Ralph -- a real go-getter sales guy: <https://www.linkedin.com/in/stevecamac/>



## Overview

RE: [www.ReputationCouncil.org](http://www.ReputationCouncil.org)

I've got a Twitter account there and found lots of leads..

Do click the URL to visit the Twitter site.

Basic agenda is:

1) Is there a need for a industry certification like "Certified Reputation Management Professional?"

See some background and justification from the Alliance for Certification Excellence.

<https://www.credentialingexcellence.org/>

2) What classes of members.

a) General public who can subscribe to newsletter --- Free

b) Individual professionals who can be granted certification -- \$200 maybe.

c) Sponsors --- the companies that offer services. Rate based on business size like at  
Membership Dues

Under \$500K Revenue --- \$300

and up from these --- See attached how one assoc does.

d) The vendors -- software services used by the sponsors

[https://www.g2.com/categories/online-reputation-management#highest\\_rated](https://www.g2.com/categories/online-reputation-management#highest_rated)

3) What are the member benefits.

a) Connections -- for jobs.

b) Tradeshow to learn from vendors.

c) New Business from promo in the email sent to general public

4) Competitive research -- is anyone else doing this? What associations or networking groups are already in place?

Epiphany --- If there is "Yin & Yang" there is: "Influencer marketing" to get the word out, and "Reputation Management" to bring it back and keep it quiet.

## *Content Removal vrs. Content Marketing....*



Not sure about if Public or Private

- a) Outward looking public site with public profiles so people can promote themselves as a members. Like a speakers assoc.
- b) Private group, where members do not want publicity, just networking, their peers, intelligence, legal and advocacy ---- Like the Online Payday Lenders Association.

No doubt part of both.....

## Goals:

- 1. To create a non-profit looking entity that is an owned association.
- 2. Benefit members in a “dating service” model where there are:
  - a. Girls - the consumer of “Reputation Management” Services.
  - b. Boys - the providers of such services:
    - i. As individuals who can be certified.
    - ii. As companies
  - c. A Vendor category of the companies that sell the stuff that the boys use to provide services for the girls.

## Classes of members:

Note: A full definition with examples of each class need to be made.

Class One: Content Removal or Content Suppression Services.

- a) Content Removal: The original stake in the ground seems to be this guy-- a "Content Removal" guy who wanted to send news releases but didn't like the 1st month for \$1. <https://contentremoval.com/>
- b) Content Suppression: (Black-hat actors) As spoken of in this BuzzFeed story. <https://www.buzzfeednews.com/article/craigsilverman/google-search-manipulation-online-reputation-expert>

Class Two: Classical Public Relations

The Typical "Public Relations" experts as listed at ExpertClick:

<https://www.expertclick.com/experts/Public%20Relations.aspx?scroll=5073>

Class Three: This needs a review of all the companies I've followed at the Twitter Account:

[https://twitter.com/Reputation\\_Coun](https://twitter.com/Reputation_Coun)

I guess I'll need to use the lists function ( set on private)

- 1) PR firms, like Felishman Hillard or Levick
- 2) Executives -- by person --- like Richard Levick
- 3) **Online Reputation Management Software:** two lists---  
[https://www.g2.com/categories/online-reputation-management#highest\\_rated](https://www.g2.com/categories/online-reputation-management#highest_rated)  
<https://www.capterra.com/reputation-management-software/>
- 4)
- 5)



## World-wide:

With use of Google Translate and search with-in Twitter, I've found lots people form Holland to Korea.

## Competitive Positioning:

Once we find all the potential classes of members will need to see what kind of associations they belong to.

As the International Platform Association got cut half:

Speakers when the National Speakers Assoc.

Speaker Bureaus, went to the International Association of Speaker Bureaus

## Method to inform and educate;

Regular email newsletter that offers advertising.

Sample vendor could be: MultiView.

<https://www.multiview.com/>

## Revenue Opportunities

- A
- B
- C
- D

## Method:

A membership website. As we already have an open account with Brilliant Directories, we will use that:

<https://www.brilliantdirectories.com/>

They have a quick set-up at \$450 that does this:

<https://www.brilliantdirectories.com/website-setup-plans>

Introductory Phone Session to review your website idea (30 minute meeting)

Basic Implementation:

- Set up membership packages and pricing page (up to 3 levels)
- Set up main menu navigation (does not include dropdown links)
- Set up additional admin users to manage your website (up to 3 users)
- Set up email forwarding (up to 3 email addresses)
- Connect your live domain name
- Connect your preferred payment gateway
- Assist with connecting Google Locations and Security API (after domain connected)
- Upload your member categories
- Upload your company logo, favicon and social media links
- Upload a main image to your homepage (image provided by you)
- Activate and organize your homepage streaming content
- Closing Phone Session to review your website and ask any questions (30 minute meeting)

## Regulatory, law & Regs:

Is this FTC? Like with influencer marketing they have to say so.....

But is this so black-hat not only is it secret, but Uncle Sam doesn't know how to stop it?

When do their actions, like in the BuzzFeed story turn into Fraud, and is that not one of things people will join for -- to know what not to do, or at least not to get caught.

Look at all the good stuff from Subscription Insider -- Her Legal stuff is why people "HAVE TO SUB"

<https://www.subscriptioninsider.com/>

## How find the advisory council --

Andy Beal is confirmed by Hersh, and as a Speaker I can find more who are either CSPs. or are reped be on the seven bureas. ---- Jim Keppler can give me real ones.

Hersh Davis-Nitzberg

CEO / Founder  
Reputation Control Inc.

310.497.4437 -- Cell Phone.



## ifications:

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## Milestones

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